



Agriculture, Tourism and Michigan Beer

March 22, 2017

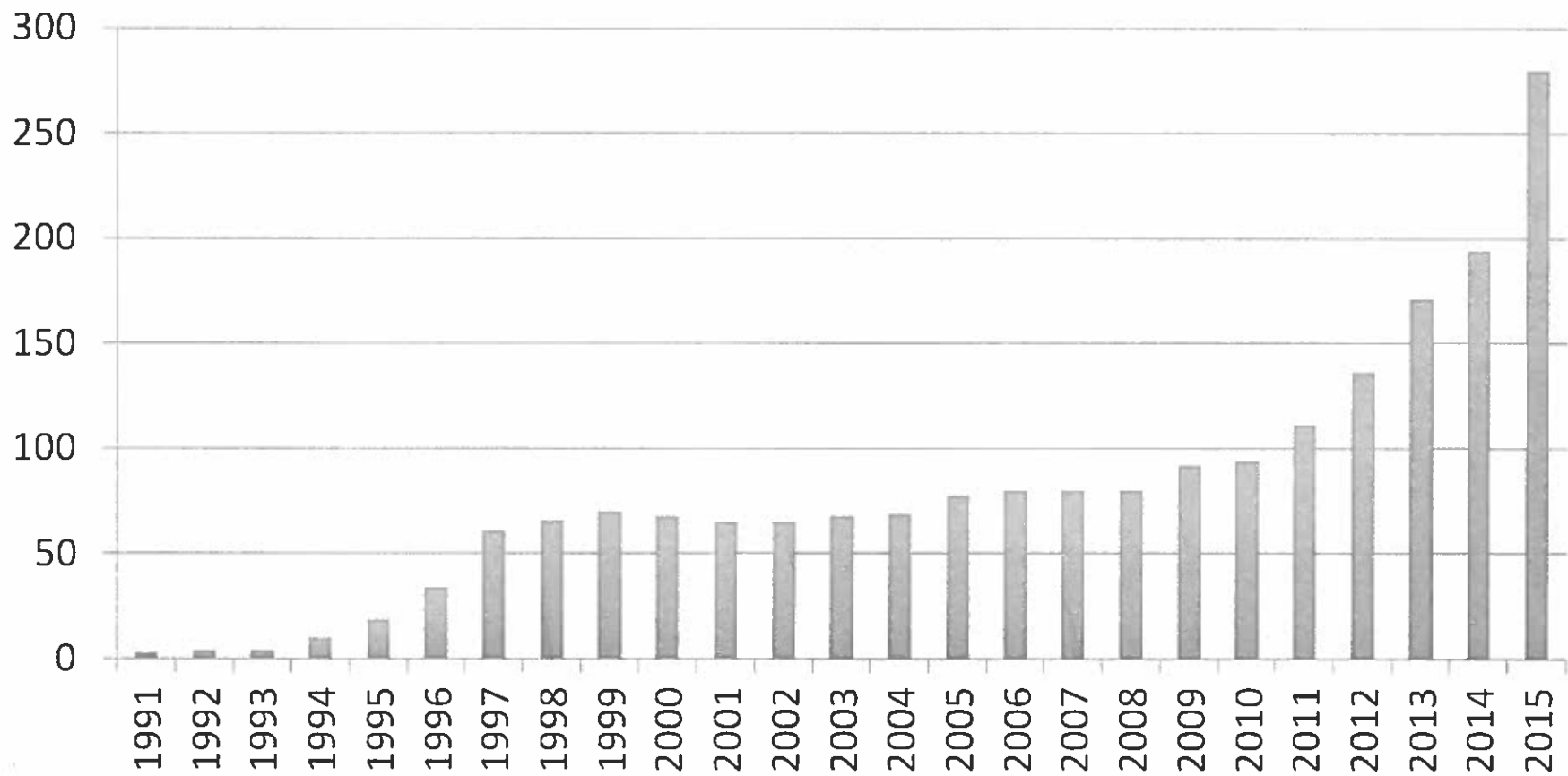




Breweries

- Most breweries in MI history
- More than 300 breweries, more in planning
- #5 state in total breweries
- Locations throughout MI
- Community builders
- Heavily regulated industry
- Laws & rules put in place years ago

Michigan Breweries

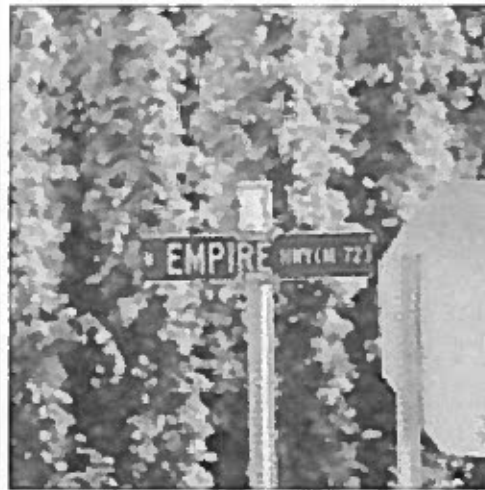




Tourism

- MI breweries as a destination
- MI breweries as a side trip
- Local CVB promotion – GR, TC, Kzoo, Marquette
- Craft beer intersects with many other lifestyle interests
- Pure Michigan support

Michigan Hops

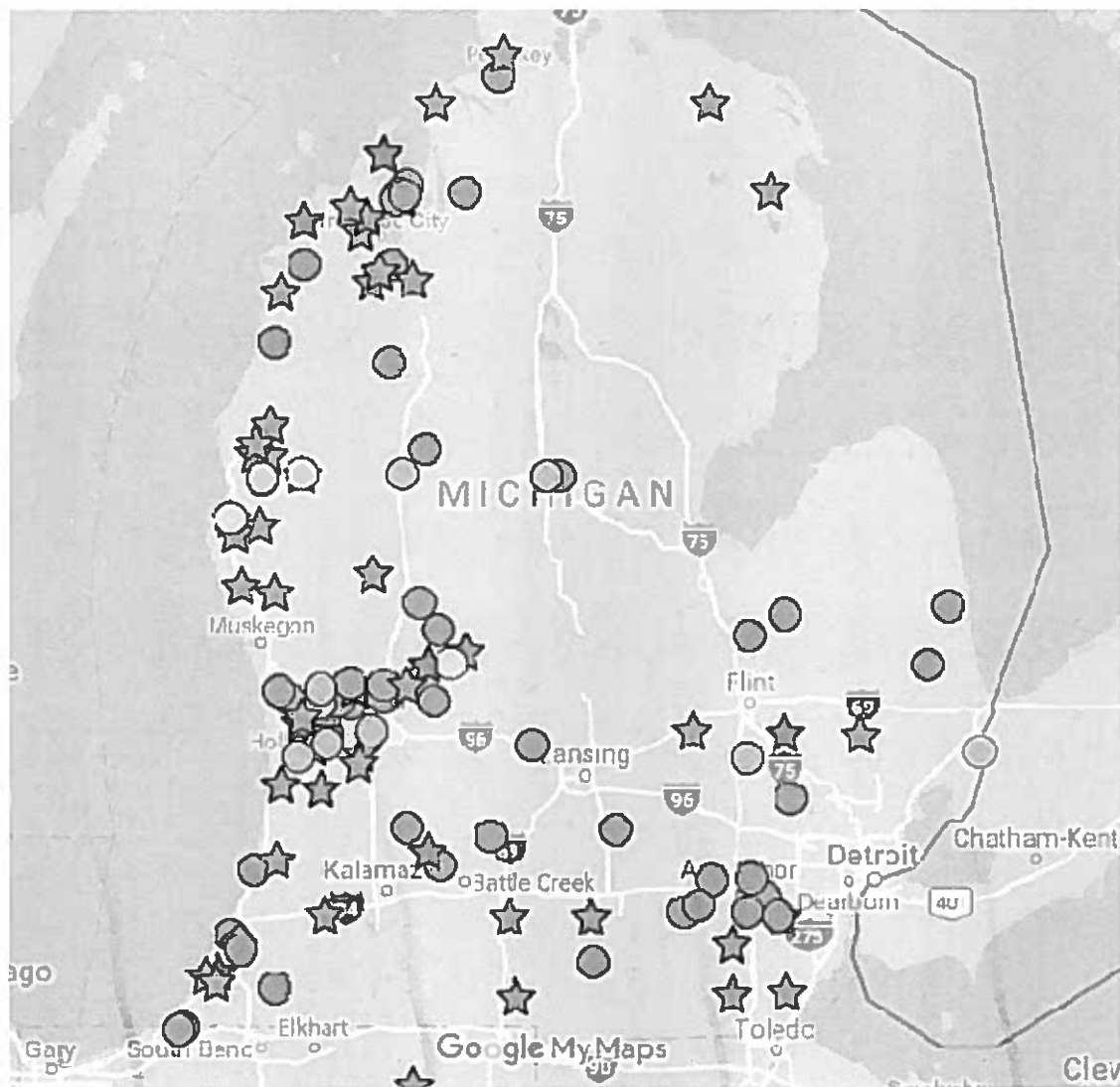




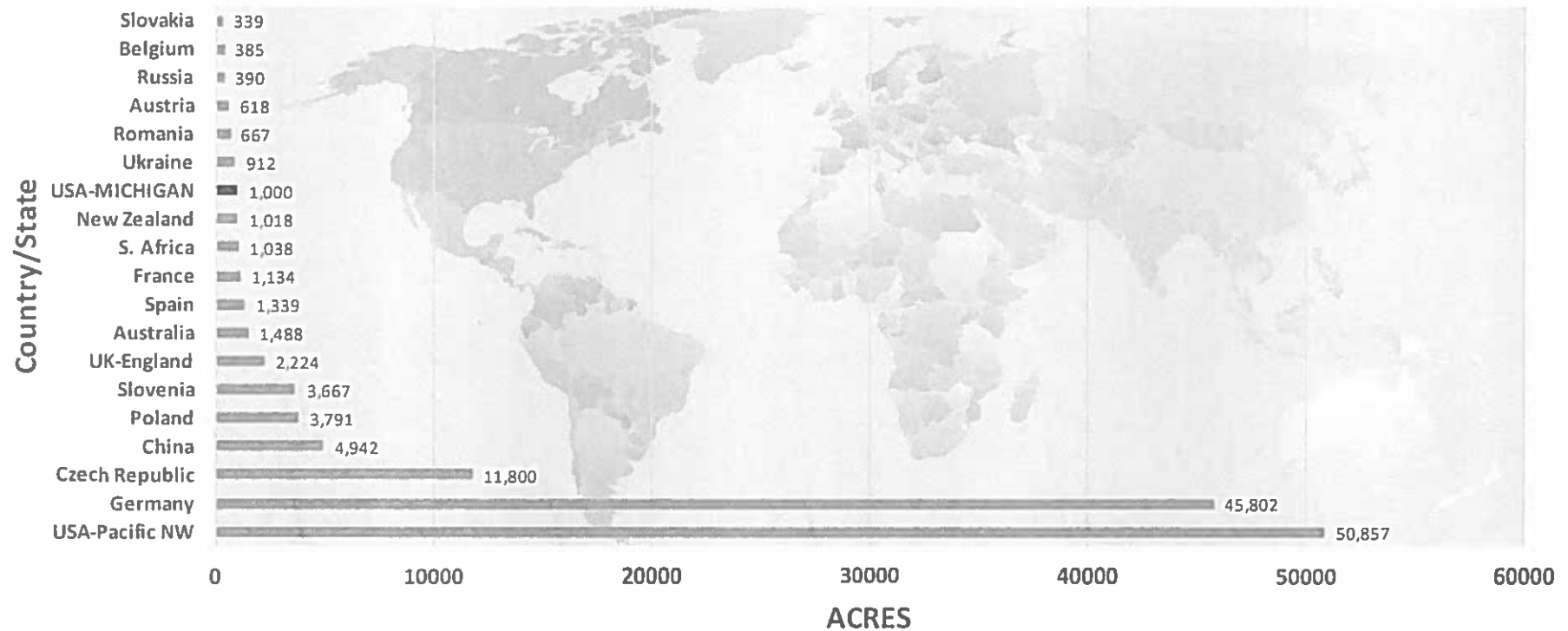
Michigan Hop Industry

- Still relatively young and growing
- High quality is key
- Emerging as a hop region
- MSU Extension support has been critical
- #4 producing state

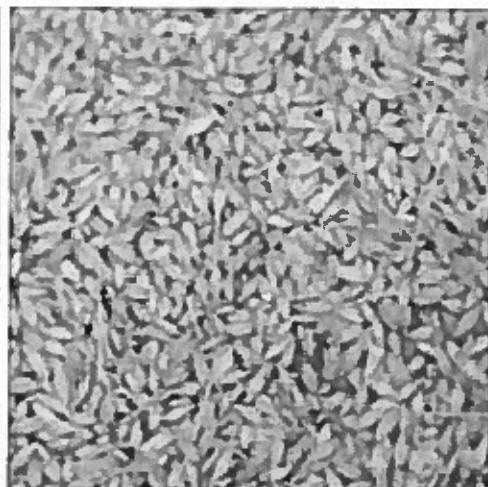
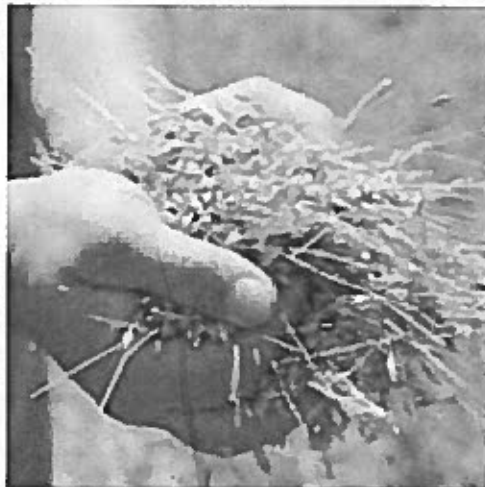
2016 Michigan Hop Acreage



2016 Global Hop Acreage



Michigan Barley

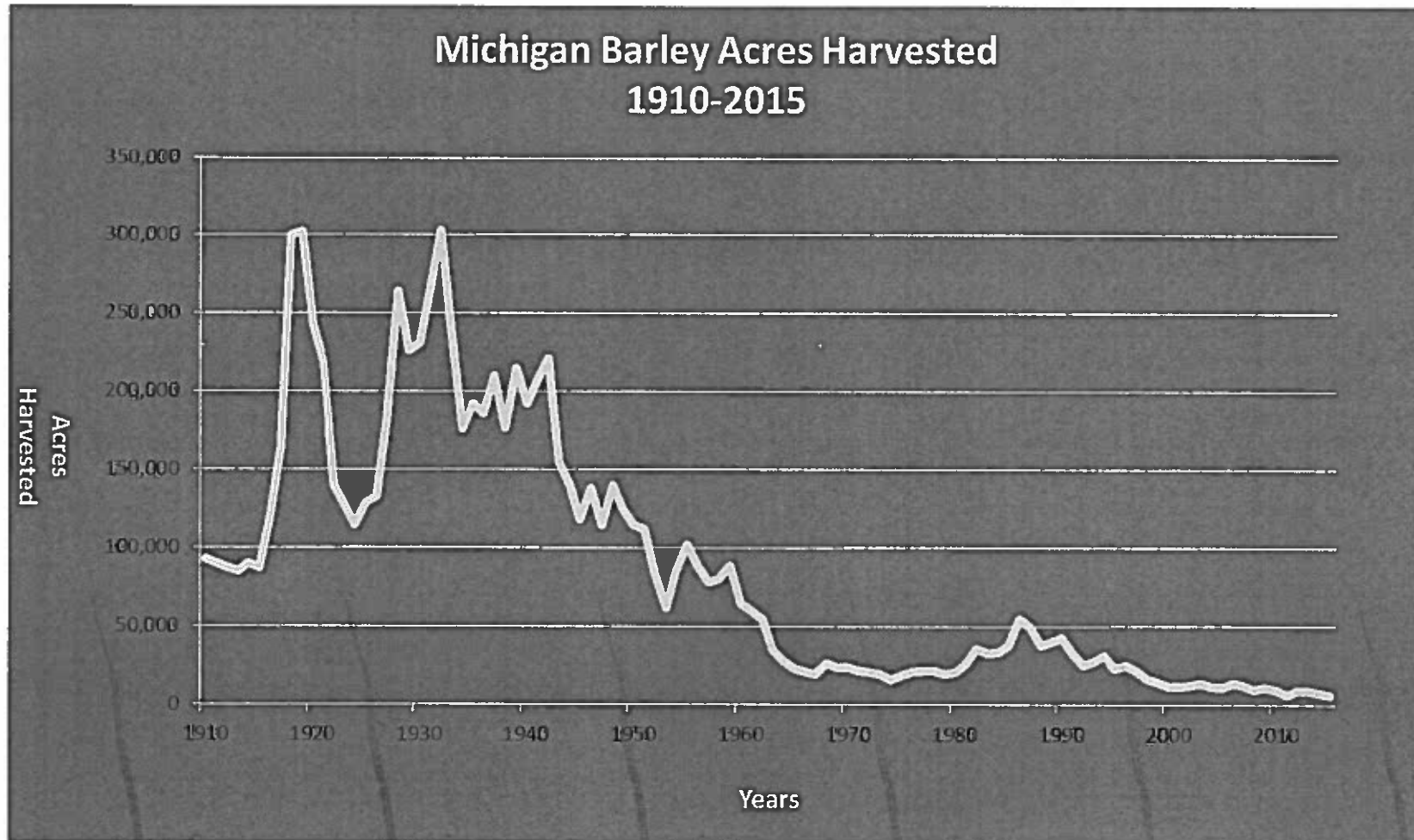




Michigan Malting Barley Industry

- Re-emerging as a crop
- Quality is key
- Barley must be malted
- MSU Extension support has been critical
 - Crop management
 - Variety trials
 - Seed availability
 - Analysis capabilities
- Lack of resources/support

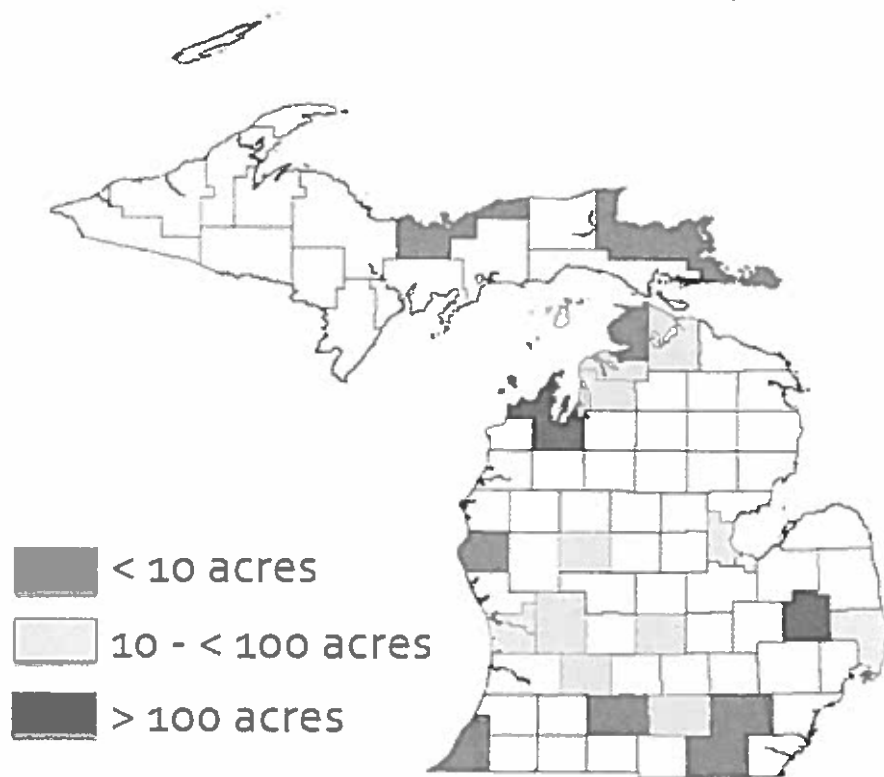
Barley Harvested 1910-2015



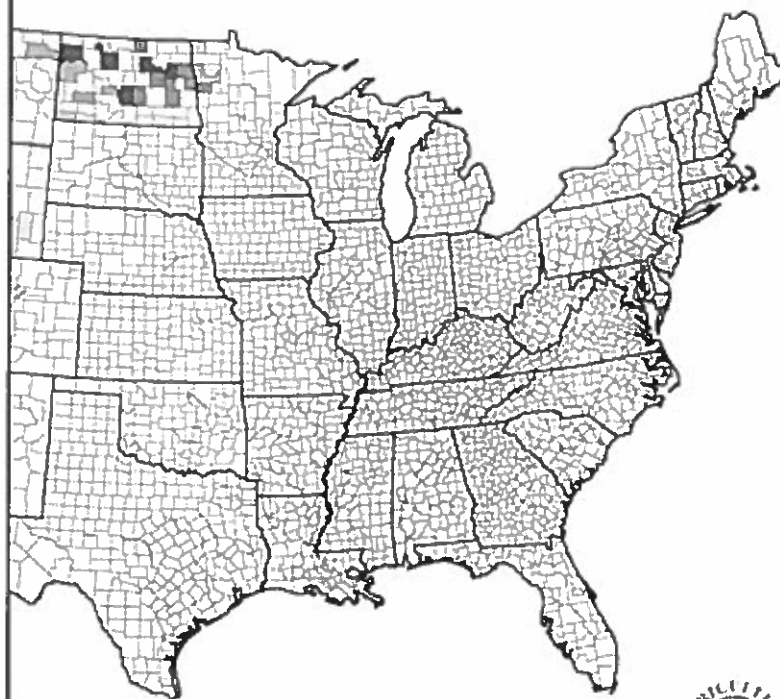
Michigan Barley Acreage



2015 Survey – Estimate 1,000 acres barley for malt



Barley 2015
Harvested Acres by County
for Selected States

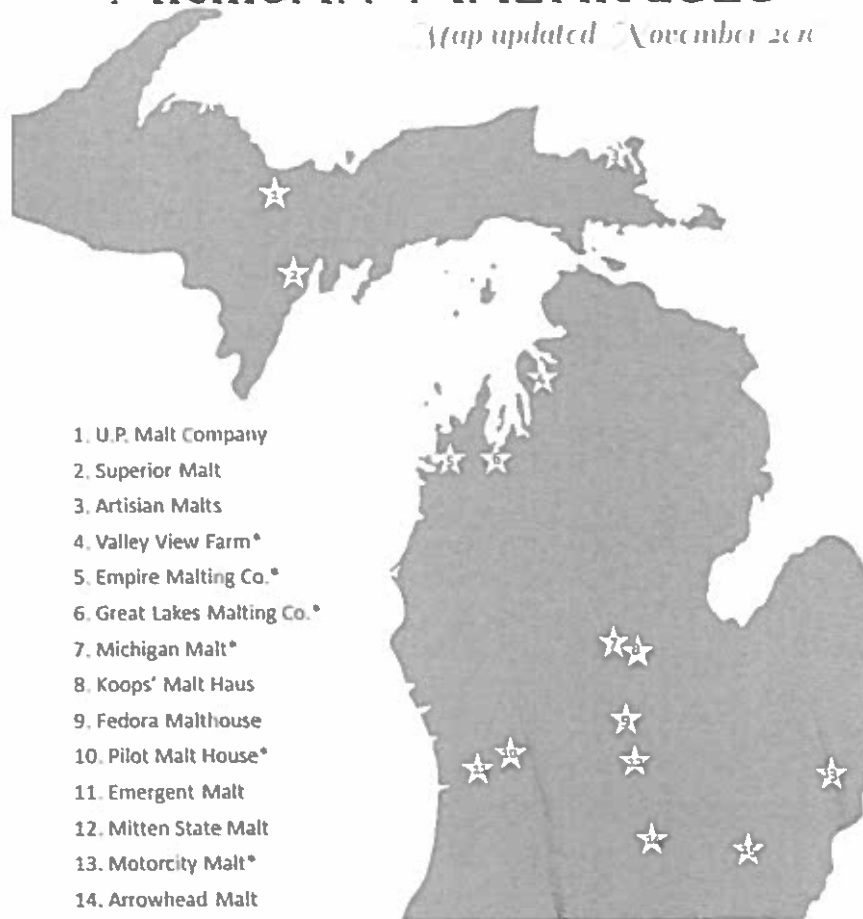


Michigan Malthouses



MICHIGAN MALTHOUSES

Map updated November 2011



1. U.P. Malt Company
2. Superior Malt
3. Artisan Malts
4. Valley View Farm*
5. Empire Malting Co.*
6. Great Lakes Malting Co.*
7. Michigan Malt*
8. Koops' Malt Haus
9. Fedora Malthouse
10. Pilot Malt House*
11. Emergent Malt
12. Mitten State Malt
13. Motorcity Malt*
14. Arrowhead Malt
15. Macon Creek Malt

*In production, all others under construction

To be listed on this map, contact Ashley McFarland
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msue.anr.msu.edu/topic/malting_barley/malting



Hop & Barley Opportunities

- Brewers and consumers love local
- Michigan is an agricultural state
- Local product assures supply in global marketplace
- Product differentiation – terroir
- Craft brewer usage rates & preferences
- Growth potential locally and beyond



Hop & Barley Challenges

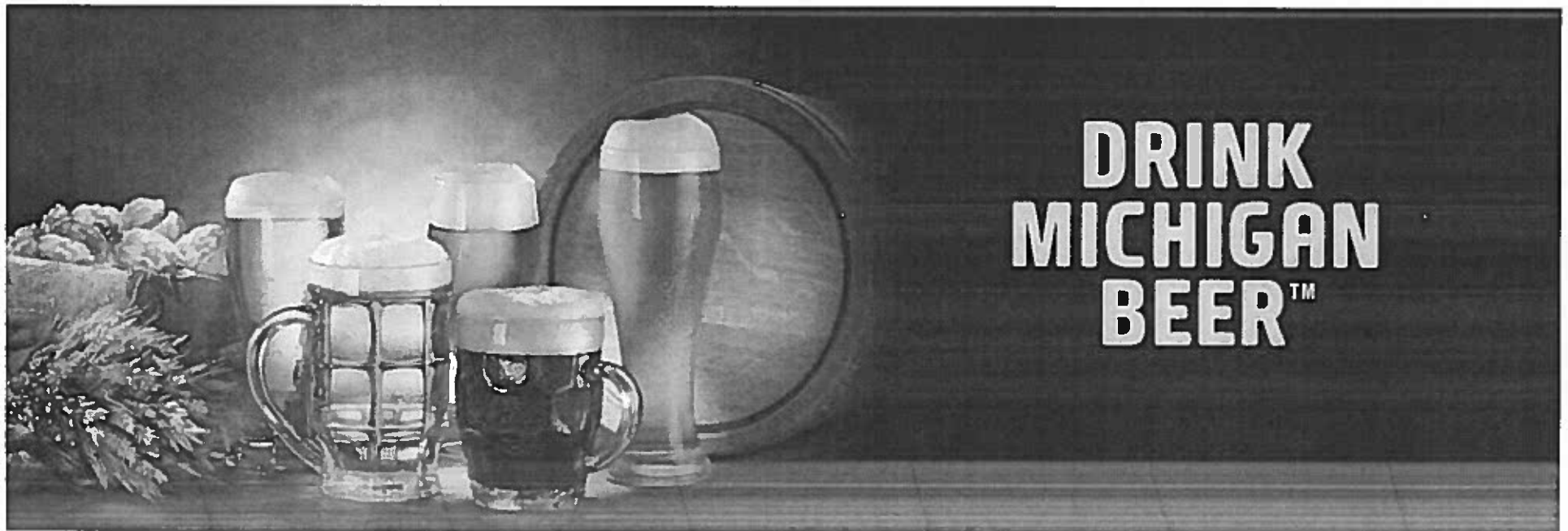
- Quality
- Competition from established producers
- Processing facilities
- Scale, infrastructure, pricing
- Lack of support & resources



Supporting MI breweries and related industries

- Thoughtfully consider (pass) legislation that hinders growth
- Promote beer tourism-regions, trails, promotions, etc.
- Provide ag research & development-Craft Beverage Council
- Encourage use-farm to glass support
- Develop technical resources-MSU Extension
- Drink Michigan Beer!

Michigan Brewers Guild



MiBeer.com